

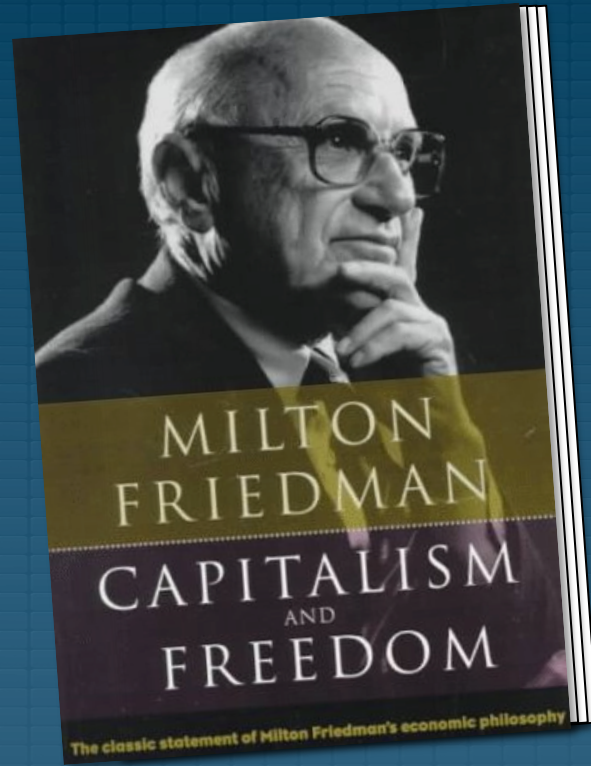
# The Committee on Financial Services



★ Jeb Hensarling ★

Candidate for Chairman  
113<sup>th</sup> Congress

# Guiding Principle



# Republican Policy Goal

Promote economic growth by fostering the deepest, most liquid, competitive, efficient, innovative, and transparent capital markets the world has ever known



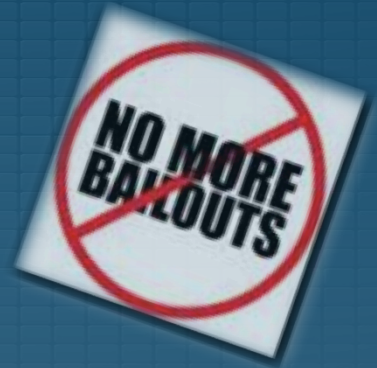


# Legislative Priorities

- ✧ Restore market discipline to our capital markets by reducing moral hazard, crony capitalism and by ending “Too Big to Fail”
- ✧ Reduce the volume, weight complexity and uncertainty of the red tape burden facing financial institutions, much of which is imposed by Dodd-Frank

## THE WALL STREET JOURNAL.

“...Texas Republican Jeb Hensarling, who has long called for abolishing the bailout program.”





# Legislative Priorities

- ❖ Gradually transition to a private competitive mortgage market by winding down Fannie Mae and Freddie Mac, reforming the Federal Housing Administration (FHA) and ensuring federal low income housing programs promote opportunity rather than dependency
- ❖ Redirect the Federal Reserve to a predictable, rules-based monetary policy that ensures long-term price stability and clarifies the lines between fiscal and monetary policy



## The Washington Post

“Rep. Jeb Hensarling (R-Tex.), who has been one of the fiercest critics of the GSEs, or government-sponsored enterprises, on Capitol Hill...”

# Why Me?

- ✧ Experience and Credibility
- ✧ Service and Leadership
- ✧ Innovation
- ✧ Communication

## CREDIT UNION JOURNAL

“The role of anti-regulatory, free-marketer on the House Financial Services Committee has apparently been passed to Texas Republican Jeb Hensarling...”



# Experience and Credibility

*Active 5-term Financial Services Committee Member up to the Challenge of Leading the Committee*

- ✧ Vice Chair, Financial Services Committee (112th Congress); Ranking Member, Financial Institutions and Consumer Credit Subcommittee (111th Congress)
- ✧ Carried a community bank regulatory relief bill, major provisions of which were signed into law in October of 2006
- ✧ Author of comprehensive legislation to reform Fannie Mae and Freddie Mac
- ✧ The first Member of Congress to introduce a comprehensive legislative alternative to the Emergency Economic Stabilization Act that created TARP
- ✧ Recognized as having one of the first comprehensive GOP assessments of the root causes of financial crisis as the House Republican appointee to Congressional Oversight Panel for TARP

## AMERICAN BANKER

“[Jeb Hensarling] has forged a reputation as an active committee member who chooses his battles wisely and takes time to learn the issues...”



# Experience and Credibility

*Active 5-term Financial Services Committee Member up to the Challenge of Leading the Committee*

- ✧ Served as a conferee to the Dodd-Frank Conference Committee and co-authored the Republican alternative to the Dodd-Frank Act (H.R. 3310)
- ✧ House Republican Appointee, Congressional Oversight Panel for TARP (111<sup>th</sup> Congress)
- ✧ Experienced in managing bills on the Floor and presiding over committee markups



“Hensarling was at the forefront of the GOP’s unanimous opposition to financial regulatory reform.”

# Service and Leadership

- ✧ Chairman, Republican Conference (112<sup>th</sup> Congress)
- ✧ Chairman, Republican Study Committee (110<sup>th</sup> Congress)
- ✧ Chairman, Republican Study Committee Budget & Spending Task Force (109<sup>th</sup> Congress)
- ✧ Member of the House Budget Committee (108<sup>th</sup> Congress – 111<sup>th</sup> Congress)



"Hensarling forcing Barney Frank to foul out in the first quarter is a good sneak peak at what the committee debate will look like under a Chairman Hensarling," a House Republican aide told The Washington Examiner.

# Service and Leadership

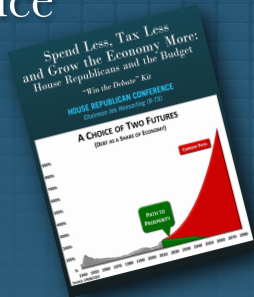
- ✧ Vice Ranking Member, Budget Committee (111<sup>th</sup> Congress)
- ✧ Deputy Whip Team (111<sup>th</sup> Congress-present)
- ✧ Chairman, House Republican Conference Advisory Committee (111<sup>th</sup> Congress)
- ✧ Member, Whip's Economic Advisory Working Group (111<sup>th</sup> Congress)
- ✧ Member, House Republican Conference Tiger Teams (111<sup>th</sup> Congress)
- ✧ Member, America Speaking Out Advisory Group (111<sup>th</sup> Congress)
- ✧ Winner, House Republican Conference Ronald Reagan Award (109<sup>th</sup> Congress)
- ✧ Co-Chairman, Joint Select Committee on Deficit Reduction (112<sup>th</sup> Congress)
- ✧ House Republican Appointee, National Commission on Fiscal Responsibility and Reform (111<sup>th</sup> Congress)
- ✧ Conferee, the FY2010 Budget Resolution Conference Committee (111<sup>th</sup> Congress)





# Innovation

- ❖ Founded GOP Conference Member Services University to equip members with cutting edge tools for upcoming messaging battles and member office operations
- ❖ Created “Win the Debate Kits” that provided in-depth summaries, debate-framing talking points, critical data and sound bites on major legislative topics
- ❖ Initiated a comprehensive, third-party survey to elicit feedback from chiefs, legislative directors, communications directors and district directors to improve Conference products and services
- ❖ Developed a new streamlined process of providing Constituent Work Week kits to members that provided earlier and more meaningful access to resources
- ❖ Founded the Golden Hard Hat program to encourage jobs messaging throughout the conference



# Innovation

- ❖ Established a working group for member retreat planning with a cross-section of the Conference to ensure members were able to help plan their retreat
- ❖ Provided Conference with macro-messaging guidance at the beginning of the year that proved to drive paid media for the general election campaign throughout the year
- ❖ Created new RSC task forces to utilize member talents
- ❖ Expanded the RSC Founders group to ensure that RSC became a more member-driven organization







4,054 Likes



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66,977 views



Rep. Jeb Hensarling



Jeb Hensarling  
@RepHensarling

Follow

I discussed today's @FinancialCmte hearing with Fed Chair Bernanke on CNBC's Squawk Box this AM. VIDEO: [bit.ly/wfirTj](http://bit.ly/wfirTj)

Reply Retweet Favorite



Jeb Hensarling  
@RepHensarling

Follow

Please take a minute to follow my fellow @FinancialCmte colleague @RepSeanDuffy on Twitter, FB & YouTube [on.fb.me/duffyWI](http://on.fb.me/duffyWI) #4jobs #GOP

Reply Retweet Favorite

# 189 National Television Appearances in the last 4 years



Jeb Hensarling shared a link.  
July 25

My Op-Ed in tomorrow's Wall Street Journal: "Dodd-Frank's Unhappy Anniversary"



Jeb Hensarling: Dodd-Frank's Unhappy Anniversary  
[online.wsj.com](http://online.wsj.com)

In The Wall Street Journal, Congressman Jeb Hensarling writes that two years after Washington

# Communicator on the Important Issues



# Communicator on the Important Issues

**THE WALL STREET JOURNAL.**

“Dodd-Frank’s  
Unhappy  
Anniversary”

by Jeb Hensarling

**POLITICO**

“Dodd-Frank Act a  
Confidence Killer”

by Jeb Hensarling

**THE HILL**

“Behemoths Fannie and  
Freddie Bankrupting the  
US”

by Jeb Hensarling

**The Washington Times**

“When Risk is  
Outlawed”

by Jeb Hensarling



“Dodd-Frank at One Year  
is Nothing for Job Creators  
to Celebrate”

by Jeb Hensarling

**The Washington Post**

“...a leading Republican voice on  
financial issues.”

**FINANCIAL  
SERVICES  
POLICY FORUM**

# New Ideas

**AGGRESSIVE  
COALITIONS  
OUTREACH**

- ❖ Provide dedicated and aggressive coalitions outreach
- ❖ Conduct individual meetings with all FSC members at the outset of the 113<sup>th</sup> Congress to ensure the committee understands each Member's individual goals and each has an opportunity to have meaningful participation in the committee's work
- ❖ Invigorate the new Member orientation program and ensure that it aligns with the goals of the Conference
- ❖ At the outset of the 113<sup>th</sup> Congress, forge consensus on the committee's vision, goals, strategy and legislative priorities
- ❖ Establish an ongoing "Financial Services Policy Forum" modeled after Conference Member Services University
- ❖ Establish regular committee member meetings to improve both internal and external communications and to measure committee success

# My Commitment

*As the Financial Services Chairman, I will...*

- ❖ Listen before I lead
- ❖ Be held accountable for the position of trust
- ❖ Help committee members achieve their goals
- ❖ Empower all conference members to win the debate before casting their vote
- ❖ Ensure the committee truly makes a difference in advancing our principles



*John F. Kennedy*